



Councilmember Cynthia A. Sterling
District Three

Media Alert

FOR IMMEDIATE RELEASE
Thursday, October 11, 2007

Contact: Gregory Barfield,
559-240-2632

Councilmember Sterling to post ‘Welcome to Brookhaven’ signs

Councilmember Sterling, Neighborhood Watch and Bringing Broken Neighborhoods Back to Life, to post signs as part of City’s recognition of the former “Dog Pound” neighborhood as Brookhaven.

WHAT: In recent years the area has been referred to as the “Dog Pound”, after the street gang that claims the area as its home base.

During the last several months two large block parties and neighborhood outreach events in April (which included a neighborhood clean up for Earth Day) and the other on July 19th have focused additional efforts to share resources available to resident’s including Neighborhood Watch. In addition a third block party on George Street was put together by a neighborhood leader. During these events, the focus has been on opening a dialogue to empower the residents to address issues in their neighborhood.

Recently the weekly meetings of Bringing Broken Neighborhoods Back to Life held at the Southwest Policing District Station have focused on renaming the neighborhood to something everyone could be proud of over the name used by most.

You are invited to attend the event; accommodations will be made to interview Councilmember Sterling, Bringing Broken Neighborhood Back to Life members, Neighborhood Watch members, Southwest Policing District Commander and Officers, and United One Productions.

WHEN: **Friday, October 12, 2007:**

- 10 a.m. – Sign placement by Council Member Sterling & Media Event
- Throughout the day placement of the remaining signs

-more-

(BROOKHAVEN SIGN PLACEMENT EVENT 2-2-2)

WHERE: • **Councilmember Sterling sign placement media event:**
 - Corner of Jensen and Bardell

- **Additional sign placement:**
 - Jensen and Clara
 - Jensen and Ivy
 - Martin Luther King Jr. Blvd and Drummond
 - Martin Luther King Jr. Blvd and Calwa
 - Martin Luther King Jr. Blvd and Dorthy
 - Martin Luther King Jr. Blvd and Vine

WHO: • **Councilmember Cynthia Sterling**
 • **Bringing Broken Neighborhoods Back to Life**
 • **Southwest Policing District**
 • **United One Productions**

WHY: On Tuesday, September 18, 2007 the Fresno City Council approved a resolution recognizing the residential neighborhood bound by Jensen, Martin Luther King Blvd., Annadale, and Ivy as Brookhaven.

United One Production graciously purchased signs to place at all entrances and will be installed by Fresno Police Neighborhood Watch Association President Roz and Trustee Fred Clark.

VISUALS: • Councilmember Sterling mounting a “Welcome to Brookhaven” at Jensen and Bardell.
 • Shots of Fresno Police Neighborhood Watch Association placing signs throughout the neighborhood.

NOTES: In addition to the efforts of the Bringing Broken Neighborhoods Back to Life group; Chief Dyer has directed the Southwest Problem Oriented Policing (POP) Team to survey the neighborhood and identify any and all infrastructure needs and address them with the appropriate city department(s) (Code Enforcement, Community Sanitation and Public Works). This is in addition to Councilmember Sterling’s effort to quickly address Request for Services (RFS’s) from neighborhood residents or as identified by her staff through period visits to the area.

For more information contact Gregory Barfield at 240-2632 or via e-mail at Gregory.Barfield@fresno.gov.

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